

### **Amendment to Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application.

### **Listing of Claims:**

1-44. (Canceled).

45. (Previously presented) A method of operation, performed by a device, comprising:

receiving by the device, from a first server of a first service provider, a request for registration information for a user of the device, the registration information requested including one or more personality characteristics;

generating by the device, or the device causing a second server of a second service provider to provide, a personality profile to portray a desired persona, based at least in part on a service provided by the first service provider, the second service provider providing a personality service; and

transmitting by the device, or the device causing the second server to transmit, the personality profile to the first server to respond to the request.

46. (Previously Presented) The method of claim 45, wherein the method further comprises the device requesting the first service provider for information.

47. (Previously Presented) The method of claim 45, wherein the personality profile is provided by the second server of the personality service provider, based at least in part on a service provided by the first service provider, and transmitted to the first server of the first service provider by the device, and the method further comprises

receiving by the device, the personality profile from the second server of the personality service provider.

48. (Previously Presented) The method of claim 45, wherein the personality profile is provided by the second server of the personality service provider, and the method further comprises

receiving by the device, a list of personality profiles from the second server of the personality service provider, the list having been put together by the second server of the personality service provider, based at least in part on a service provided by the first service provider, and

selecting by the device, a personality profile from the list of personality profiles.

49. (Previously Presented) The method of claim 45, wherein the personality profile is generated by the device, and transmitted to the first server of the first service provider by the device.

50. (Previously Presented) The method of claim 45, wherein the method further comprises requesting by the device, to initiate an e-commerce transaction with the first service provider, or to participate in a chat session hosted by the first service provider.

51. (Previously Presented) The method of claim 45, wherein said one or more personality characteristics comprise at least one selected from a group consisting of a description of hobbies, a description of interests, and a biographical description.

52. (Previously presented) A method of operation, performed by a first server of a first service provider providing a personality service, comprising:

receiving by the first server, from a client device, a request to provide a personality profile for a user of the client device, for responding to a request of a second server of a second service provider, requesting

for registration information for the user, the registration information requested including one or more personality characteristics;

providing by the first server, a personality profile for response, based at least in part on a service provided by the second service provider; and

transmitting by the first server to the client device or the second server the generated personality profile to the second server of the second service provider.

53. (Previously Presented) The method of claim 52, wherein said receiving comprises receiving by the first server, the one or more requested personality characteristics from the client device.

54. (Previously Presented) The method of claim 52, wherein the method further comprises the first server ascertaining the service offered by the second service provider, based at least in part on a communication between a server of the second service provider and the first server.

55. (Previously Presented) The method of claim 52, wherein said providing comprises

identifying by the first server, for the client device, a plurality of personality profiles; and

receiving by the first server, from the client device, a selection of one of the identified personality profiles.

56. (Previously Presented) The method of claim 52, wherein said providing comprises generating by the first server one or more personality profiles, based at least in part on a service provided by the second service provider.

57. (Previously Presented) The method of claim 52, wherein said one or more personality characteristics comprise at least one of a

description of hobbies, a description of interests, and a biographical description.

58. (Currently Amended) An apparatus comprising:  
a storage medium having stored therein a plurality of programming instructions, designed to enable the apparatus to  
receive from a first server of a first service provider, a request for registration information for a user of the apparatus, the registration information requested including one or more personality characteristics,  
generate, or cause a second server of a second service provider to provide, a personality profile, based at least in part on a service offered by the first service provider, the second service provider providing a personality service, and  
transmit, or cause the second server of the personality service provider to transmit, the personality profile to the first server of the first service provider to respond to the request; and  
a processor coupled to the storage medium to execute the plurality of programming instructions.

59. (Previously Presented) The apparatus of claim 58, wherein said plurality of instructions are further designed to enable the apparatus to perform at least a selected one from the group consisting of requesting information from the first service provider, initiating an e-commerce transaction with the first service provider, and participating in a chat session hosted by the first service provider.

60. (Previously Presented) The apparatus of claim 58, wherein said plurality of instructions are designed to enable the apparatus to request the personality service provider for the personality profile.

61. (Previously Presented) The apparatus of claim 60, wherein said plurality of instructions are further designed to enable the apparatus to

receive a list of personality profiles from the personality service provider, and identify for the personality service provider a selected one of the list of personality profiles.

62. (Previously Presented) The apparatus of claim 58, wherein said plurality of instructions are designed to enable the apparatus to generate the personality profile.

63. (Previously Presented) The apparatus of claim 58, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

64. (Previously presented) An apparatus comprising:  
a storage medium having stored therein a plurality of programming instructions designed to enable the apparatus to provide a personality profile for a user of a client device for use to register the user with a service provider, based at least in part on a service provided by the service provider; and  
a processor coupled to the storage medium to execute the programming instructions.

65. (Previously Presented) The apparatus of claim 64, wherein the programming instructions are designed to enable the apparatus to generate the personality profile based at least in part on a service provided by the service provider.

66. (Previously Presented) The apparatus of claim 64, wherein the programming instructions are designed to enable the apparatus to provide a list of personality profiles to the client device, based at least in part a service provided by the service provider, and receive a selection from the provided list from the client device.

67. (Previously Presented) The apparatus of claim 64, wherein said one or more personality characteristics comprise at least one of a description of hobbies, a description of interests, and a biographical description.

68. (Previously Presented) The apparatus of claim 64, wherein said plurality of instructions are further designed to either enable the apparatus to transmit the personality profile to the client device, or transmit the personality profile to a server of the service provider.